

SXSW Teens Talk

@TeenTalkSXSW

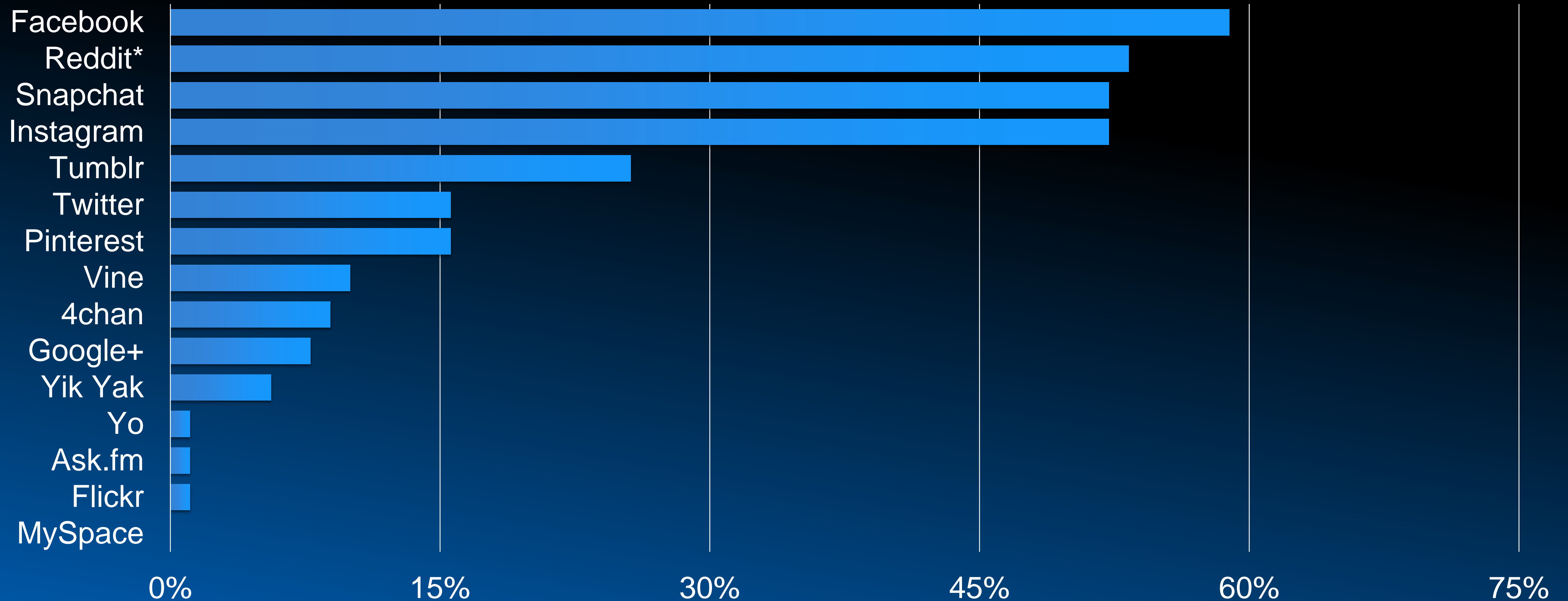
Introduction

Talk about tech

Social Media

Social Media

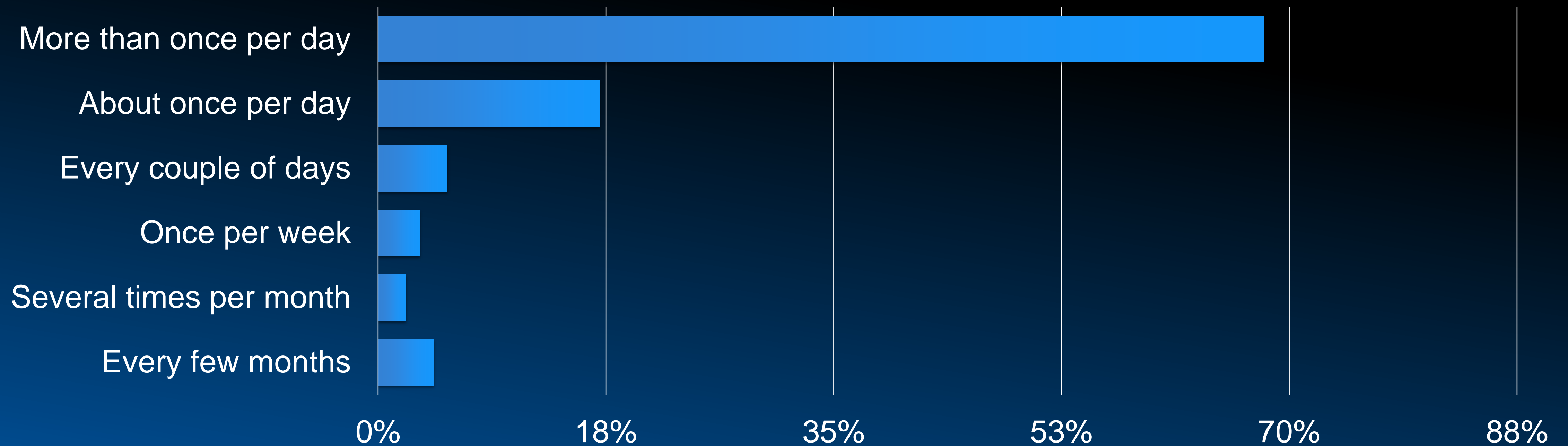
What social media networks do you use on a regular basis?



* We asked a bunch of redditors what their favorite social network was, so results may be slightly skewed.

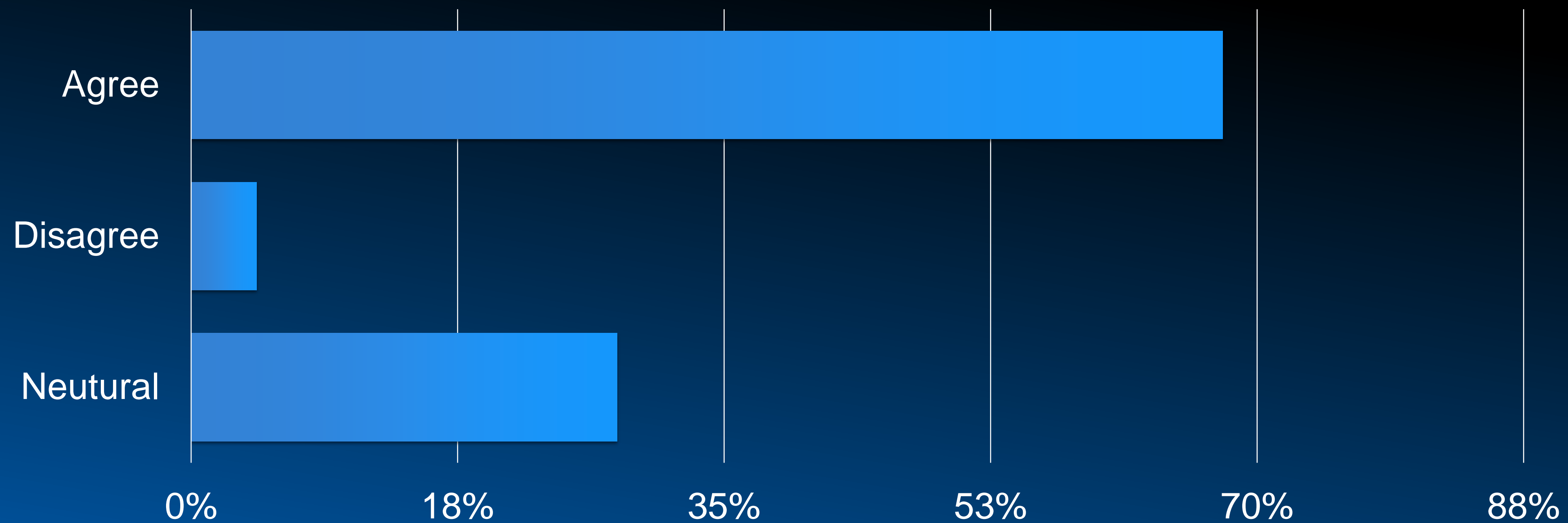
Social Media

How often do you use social media?



Social Media

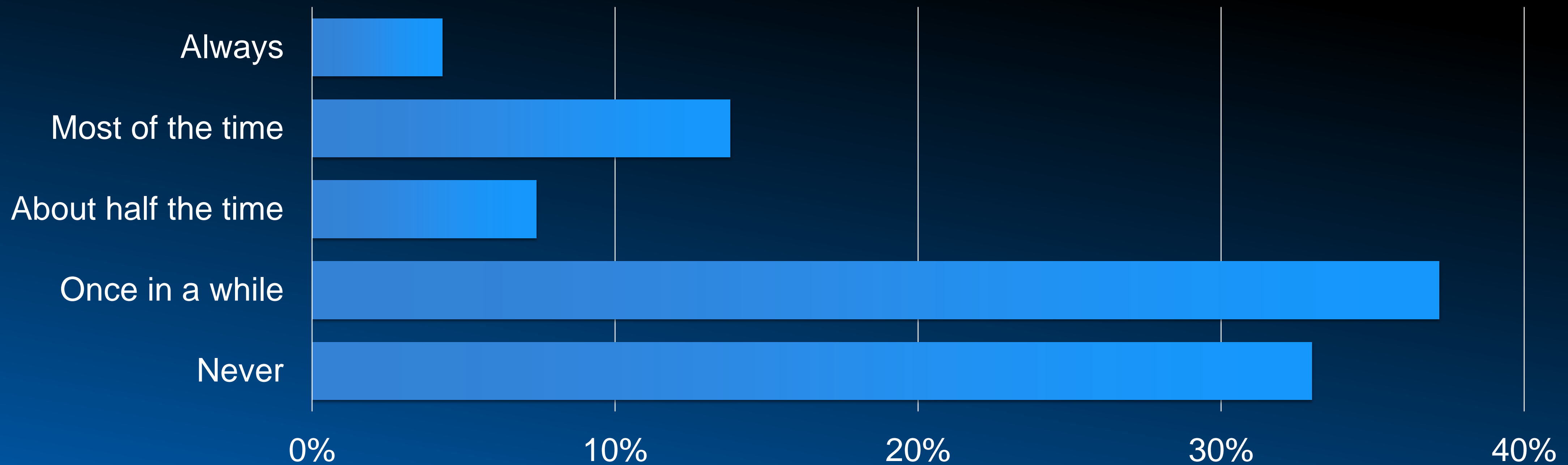
I think that there are risks involved
with using social media.



Privacy

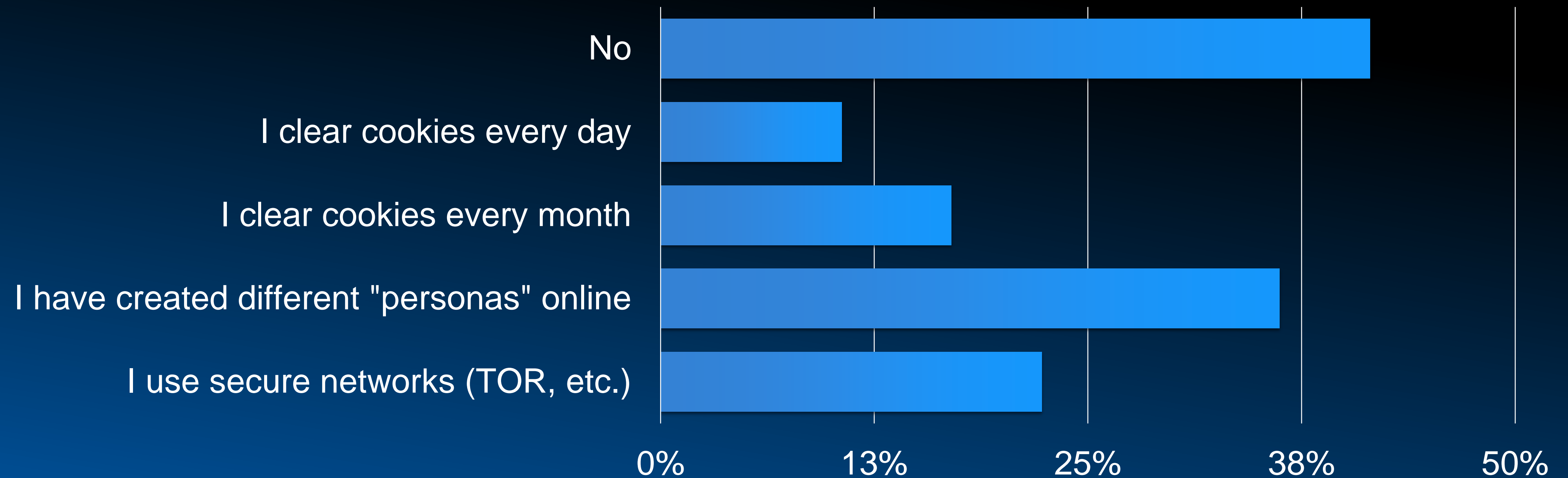
Privacy

How often do privacy concerns prevent you from buying products online?



Privacy

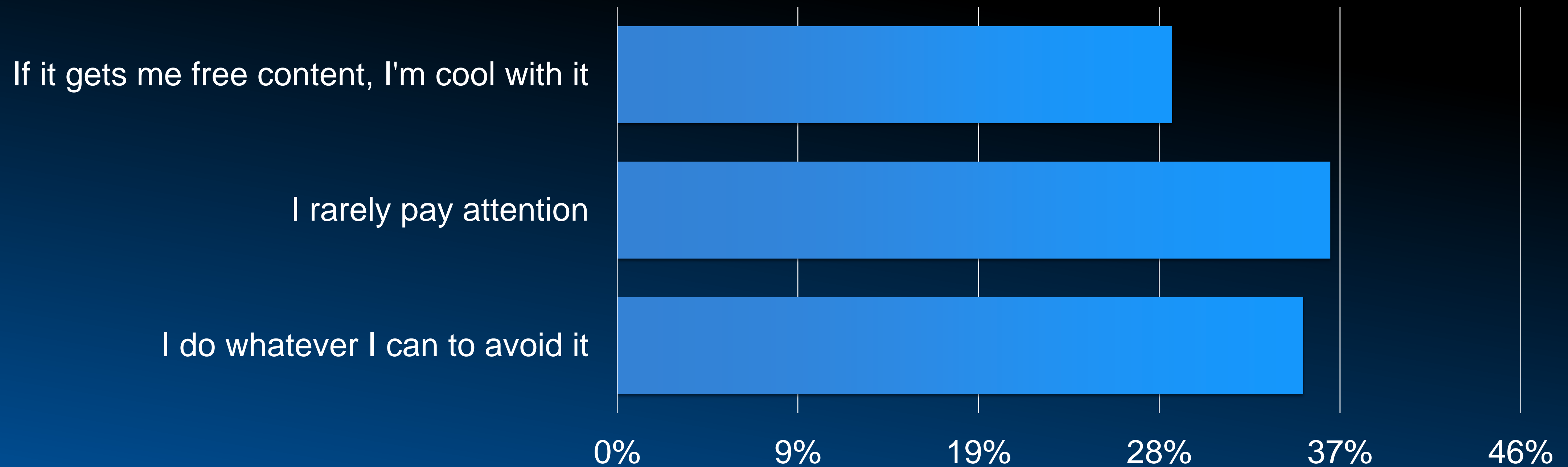
Do you take any steps to protect your privacy?



Advertising

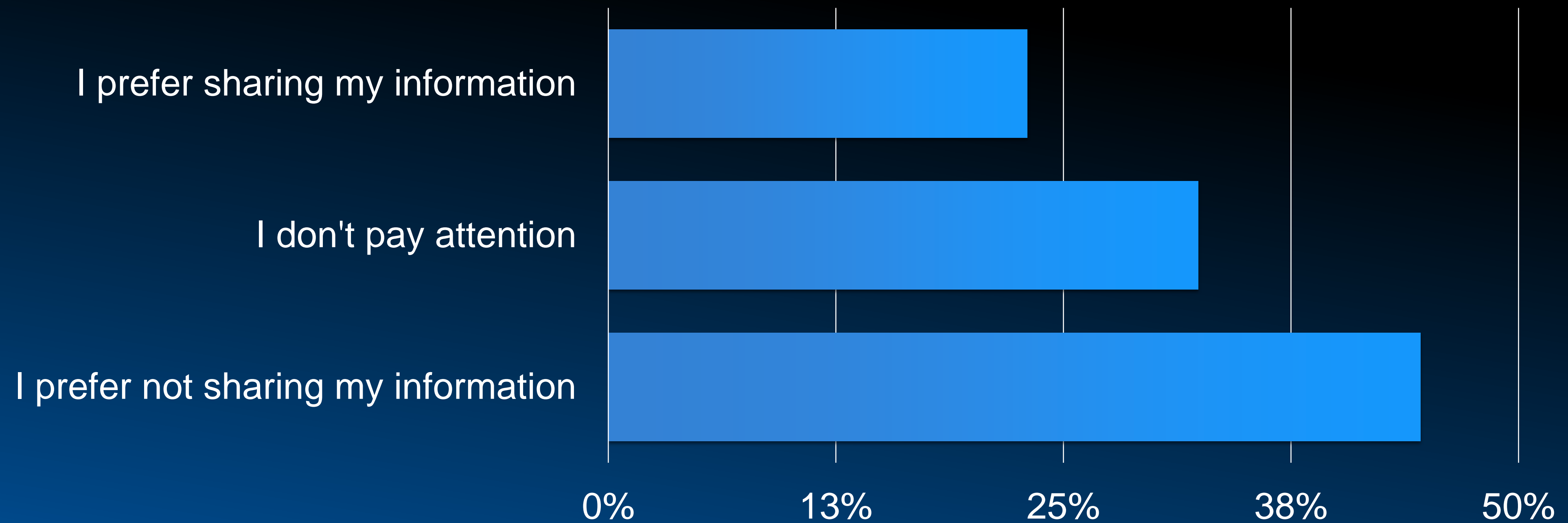
Advertising

How do you feel about advertising?



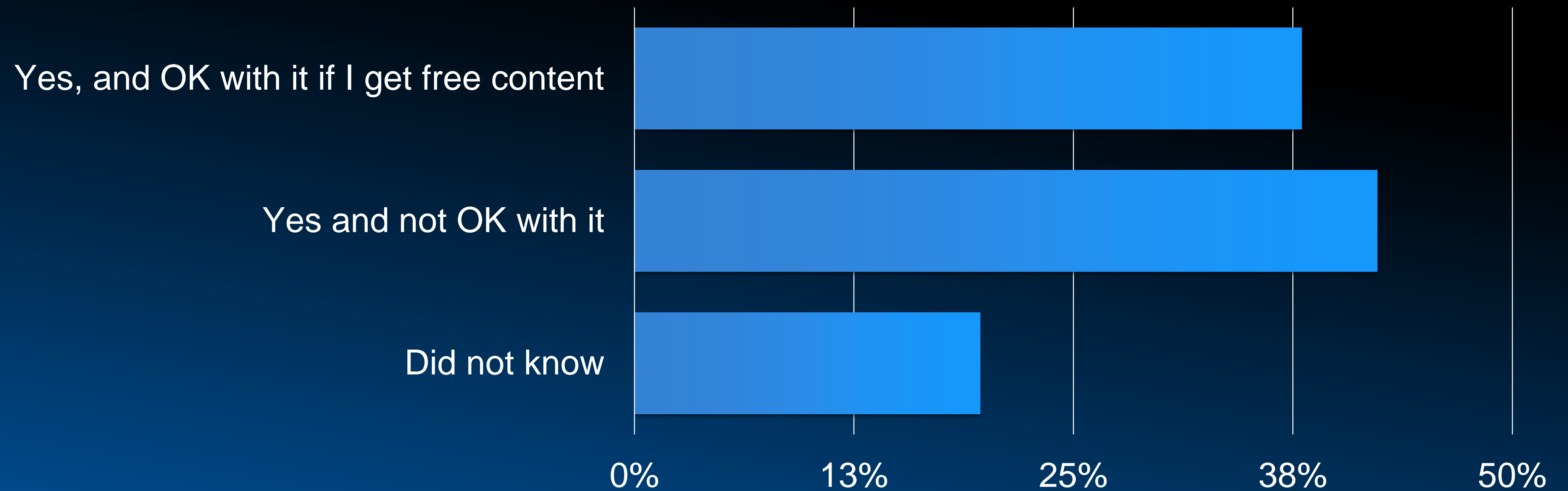
Advertising

How do you feel about targeted advertising?



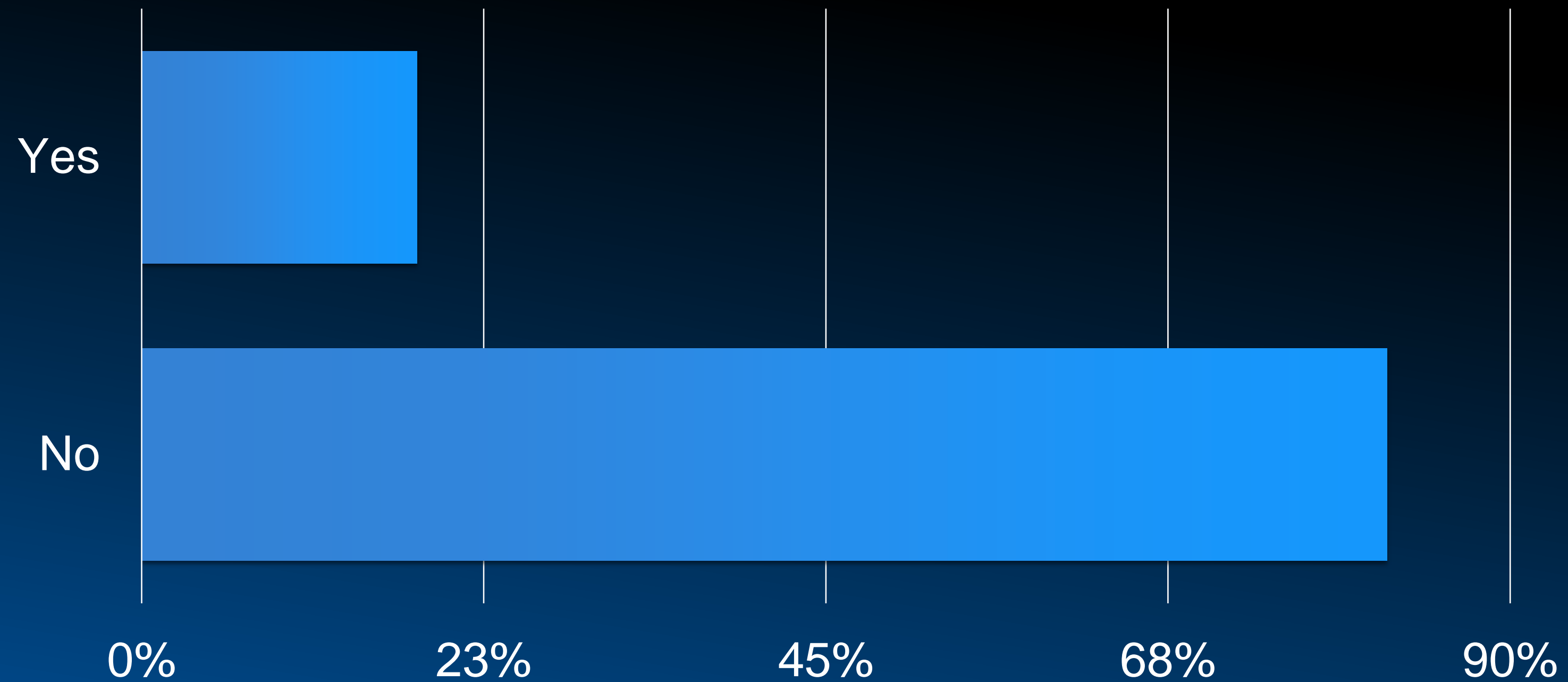
Advertising

Are you aware of how many companies monetize your data?



Advertising

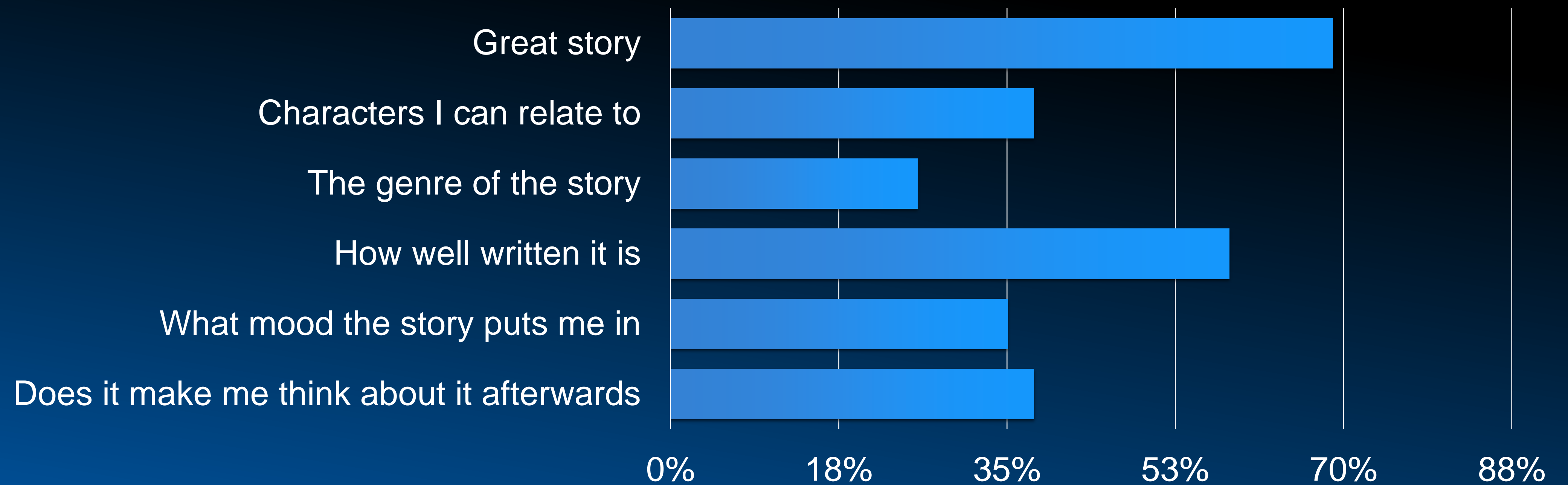
Would you pay for content instead of having your data monetized?



Content

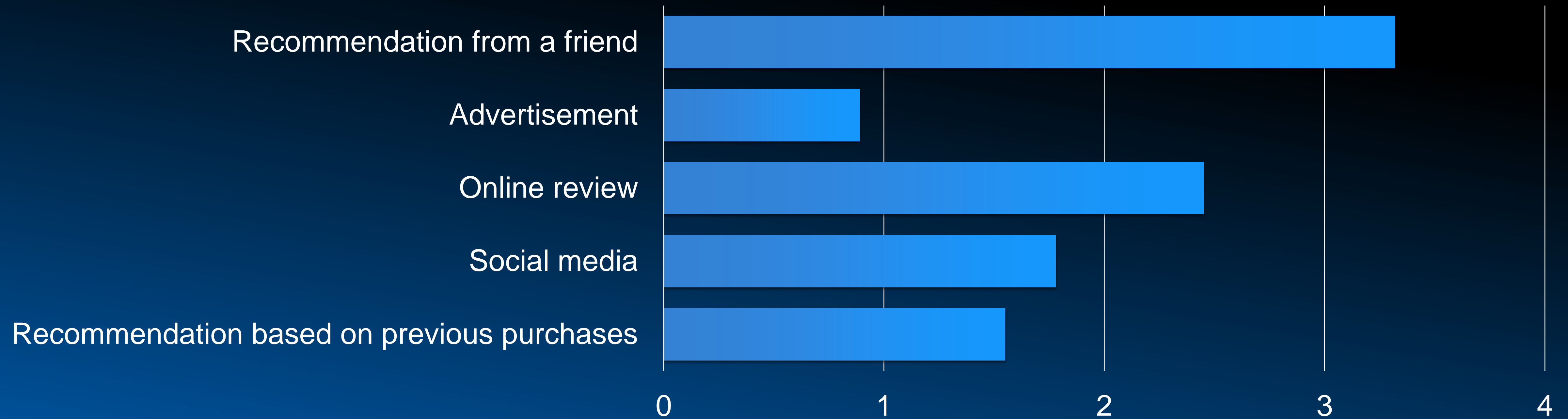
Content

What's the most important aspect of content?



Content

What's the most important aspect of content?



Copyright

Paid vs. Free

Myths and Misconceptions

Do's and Don'ts

Do

Make it work for us

Put effort into quality and authenticity, because we notice

Make emotional connection

Lulz + feels

Don't

Dumb stuff down

Interfere with my experience or invade my space

Be shady or creepy

Just short, shallow lulz.

Wrap Up

